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January 12, 2006



United States Patent and Trademark Office
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Mail Stop: Draftsperson
Randolph Building
401 Dulany Street
Alexandria, VA 22314

Re: U.S. Patent Application No. 10/669,791
For: SYSTEM AND METHOD FOR SEGMENTING AND
TARGETING AUDIENCE MEMBERS
Our Reference: 54820-00602

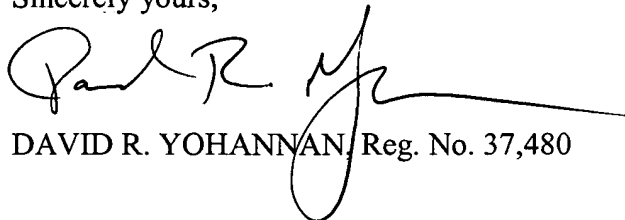
Dear Sir:

Transmitted herewith for filing in the U.S. Patent and Trademark Office are the following documents:

- (1) Transmittal Form (1 page);
- (2) Letter to Chief Draftsperson (1 page); and
- (3) Replacement Drawings containing Figures 1 – 7 (7 pages)

Please date-stamp the enclosed copy of this letter, acknowledging receipt of the above-identified documents, and return it to us.

Sincerely yours,


DAVID R. YOHANNAN, Reg. No. 37,480

Enclosures

DRY/gw

cc: Mr. Mark Pinney



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANT: Joseph G. Wilson

APPLICATION NO.: 10/669,791

FILING DATE: September 25, 2003

TITLE: System and Method for Segmenting and Targeting Audience Members

EXAMINER: Unknown

GROUP ART UNIT: 2154

ATTY. DKT. NO.: 54820-00602

LETTER TO CHIEF DRAFTSPERSON

United States Patent and Trademark Office
Randolph Building
401 Dulany Street
Alexandria, VA 22314

Dear Draftsperson:

Please substitute the enclosed 7 sheets of formal drawings containing Figures 1 – 7
for the 7 sheets of drawings containing Figures 1 – 7 previously submitted.

Respectfully Submitted,

Date: January 12, 2006

DAVID R. YOHANNAN, Reg. No. 37,480
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PTO/SB/21 (09-04)

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**TRANSMITTAL
FORM**

(to be used for all correspondence after initial filing)

Total Number of Pages in This Submission

10

Application Number

10/669,791

Filing Date

September 25, 2003

First Named Inventor

WILSON, Joseph G.

Art Unit

2154

Examiner Name

TBD

Attorney Docket Number

54820-00602

ENCLOSURES (Check all that apply)

<input type="checkbox"/> Fee Transmittal Form	<input checked="" type="checkbox"/> Drawing(s)	<input type="checkbox"/> After Allowance Communication to TC
<input type="checkbox"/> Fee Attached	<input type="checkbox"/> Licensing-related Papers	<input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences
<input type="checkbox"/> Amendment/Reply	<input type="checkbox"/> Petition	<input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief)
<input type="checkbox"/> After Final	<input type="checkbox"/> Petition to Convert to a Provisional Application	<input type="checkbox"/> Proprietary Information
<input type="checkbox"/> Affidavits/declaration(s)	<input type="checkbox"/> Power of Attorney, Revocation	<input type="checkbox"/> Status Letter
<input type="checkbox"/> Extension of Time Request	<input type="checkbox"/> Change of Correspondence Address	<input type="checkbox"/> Other Enclosure(s) (please identify below):
<input type="checkbox"/> Express Abandonment Request	<input type="checkbox"/> Terminal Disclaimer	
<input type="checkbox"/> Information Disclosure Statement	<input type="checkbox"/> Request for Refund	
<input type="checkbox"/> Certified Copy of Priority Document(s)	<input type="checkbox"/> CD, Number of CD(s) _____	
<input type="checkbox"/> Reply to Missing Parts/Incomplete Application	<input type="checkbox"/> Landscape Table on CD	
<input type="checkbox"/> Reply to Missing Parts under 37 CFR 1.52 or 1.53		
Remarks		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm Name	COLLIER SHANNON SCOTT, PLLC		
Signature			
Printed name	DAVID R. YOHANNAN		
Date	January 12, 2006	Reg. No.	37,480

CERTIFICATE OF TRANSMISSION/MAILING

I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below:

Signature			
Typed or printed name		Date	

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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